



# Stuff The Bus\*

Saturday, August 12, 2017



## The Need Is Greater Than You Think

*As childhood poverty increases, it becomes harder and harder for families to find the resources to purchase the supplies needed to send their children back to school.*

- According to the latest numbers available, 43.3% of Wisconsin public school students are eligible for free or reduced-price school meals
- In some school districts the number is as high as 91.2%
- Not just a big city problem.
- 2016 estimated cost to send a child to school was \$674
  - School Supplies - \$104
  - Clothes - \$232
  - Shoes - \$124
  - Electronics/Accessories - \$212

## Club Benefits

- Need in every community
- High visibility
- Everyone can participate
- Big return on your investment

## Basic Concept

*Stuff The Bus is much like a food drive, except you collect school supplies instead of food*

1. Lions partner with their local school(s)
2. Set up a day(s) & location(s) to collect
3. Invite the community to help “Stuff The Bus”
4. Sort the supplies (multiple schools)
5. Deliver the supplies to the school(s)

## Help or Order PR Materials

**MD27 Coordinator**  
**Jodi Burmester**  
 608-444-9123  
 jodi.burmester@gmail.com

## Online Supply Drive

A great option for clubs looking to expand existing barrel collection or for those that don't have local retailers. There is no cost to participating clubs or their donors.

### Want to learn more or sign up?

Visit [www.roonga.com](http://www.roonga.com) or contact Evelyn at [ehorng@roonga.com](mailto:ehorng@roonga.com) or 650-279-0975 by June 1.

## PR Materials

*All materials are customized for your event.*

**Free Materials** - Club is responsible for copying/printing materials in either color or B&W

- Press Release to spread the word with local media
- Poster (8 1/2" x 11")
- Newspaper Ad Artwork
- General School Supply List - (3) 2-sided lists per 8 1/2" x 11" sheet
- Donation Tally Spreadsheet to total your donations
- Project listing on State Stuff the Bus project Map

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# Stuff The Bus Sample Project Overview

**Step 1 - Select A School(s)** that will receive & distribute the school supply & book donations. Coordinate a needed school supply list with the school(s), along with other collection/distribution logistics.

**Step 2 - Select Collection Date(s)...** Choose the collection time frame & duration of your project. While you should schedule your event to meet your local need, we are encouraging participating clubs to collect donations, in person, on Saturday, August 8th when other Wisconsin clubs will also be collecting.

Active on-site donation collection during peak times is encouraged. Passive collection, through the use of collection barrels, can increase donations even during non-peak times. Also consider adding an online supply drive through [www.roonga.com](http://www.roonga.com)

**Step 3 - Select Collection Location(s)...** Sites should be high visibility, high traffic locations that sell school supplies. Work with the retailer to coordinate details of the active & passive collections, including how often the barrels will be emptied, who will empty the barrels & where donations will be stored.

**Step 4 - Promote Your Collection...** Your ability to get the word out about your “Stuff The Bus” event will play a key role in your project’s success.

- Partner w/local media to promote the collection. If you need help, contact your District Stuff The Bus Coordinator or the MD27 Coordinator.
- Place posters in highly visible locations.
- Use your club website, email & social media

(Facebook, Twitter, etc.) to get the word out. Encourage members to do the same.

- Contact a local bus company to have a school bus parked in the parking lot to draw attention to your collection.
- Challenge other local service clubs & churches to a contest to see who can donate the most supplies.
- Invite school age groups & clubs to help promote the project & also assist with active collection.

**Step 5 - Collect School Supplies...**

- Hang a banner on the bus to draw attention to your collection.
- Make sure to get lots of photos & invite local media to cover this.

**Step 6 - Deliver The Supplies...** Make sure to get lots of photos & invite local media to cover this.

**Step 7 - Wrap Up...**

- Send ‘thank you’s’ to participating sponsors & individuals.
- Publicize the results in your local media,
- Report your project & results to [lionsstuffthebus@gmail.com](mailto:lionsstuffthebus@gmail.com)

Have questions or want to order custom PR materials?

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Jodi Burmester  
[jodi.burmester@gmail.com](mailto:jodi.burmester@gmail.com)  
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